

## CONTRACT



WLWT  
1700 Young Street  
Cincinnati, OH 45202  
(513)412-5000

www.wlwt.com

Contract / Revision 864952 /		Alt Order # 07842294
Product Candidate Orders		
Contract Dates 01/20/12 - 01/26/12		Estimate # 1055
Advertiser Obama/D/President		Original Date / Revision 01/20/12 / 01/20/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WLWT	Account Executive Meredith Thompson	Sales Office Eagle-Washingt
Special Handling		
Demographic Adults 35+		
IDB# 9912856	Advertiser Code 95	Product Code 101
Agency Ref		Advertiser Ref

And:

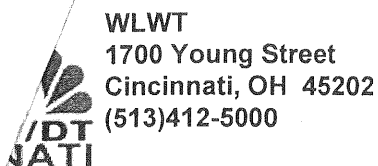
GMMB  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WLWT	01/23/12	01/26/12	5-6a news	5-6a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/23/12	01/29/12	MTWT---				2	\$100.00			
2	WLWT	01/23/12	01/26/12	6-7a news	6-7a		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/23/12	01/29/12	MTWT---				3	\$350.00			
3	WLWT	01/20/12	01/20/12	NBC Today Show	7-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	----F--				1	\$400.00			
4	WLWT	01/21/12	01/22/12	Sa/Su 6-7a News	Sa/Su 6-7a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----SS				2	\$100.00			
5	WLWT	01/21/12	01/22/12	Sa/su 7-8a news	Sa/su 7-8a		:30			NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----SS				2	\$70.00			
6	WLWT	01/22/12	01/22/12	NBC Sunday Today	Su 8-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S				1	\$400.00			
7	WLWT	01/22/12	01/22/12	Su 9-10a News	Su 9-10a		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S				1	\$110.00			
8	WLWT	01/22/12	01/22/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S				1	\$225.00			
9	WLWT	01/23/12	01/26/12	NBC Today Show II	9-10a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/23/12	01/29/12	MTWT---				2	\$250.00			
10	WLWT	01/23/12	01/26/12	NBC Today Show III	10-11a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/23/12	01/29/12	MTWT---				2	\$200.00			
11	WLWT	01/23/12	01/26/12	11a-12p	11a-12p		:30			NM	2	\$40.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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rst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



<u>Contract / Revision</u>	<u>Alt Order #</u>
864952 /	07842294

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
01/20/12 - 01/26/12	Candidate Orders	1055

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	01/20/12 / 01/20/12

	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	01/23/12	01/29/12	MTWT---				2	\$20.00			
	WLWT 01/23/12	01/26/12	12-1230p M-F news	12-1230p		:30			NM	2	\$50.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	01/23/12	01/29/12	MTWT---				2	\$25.00			
	WLWT 01/23/12	01/26/12	1230-1p	1230-1p		:30			NM	2	\$70.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/23/12	01/29/12	MTWT---				2	\$35.00			
E 14	WLWT 01/23/12	01/26/12	2-3p	2-3p		:30			NM	2	\$120.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/23/12	01/29/12	MTWT---				2	\$60.00			
E 15	WLWT 01/23/12	01/26/12	JUDGE JUDY EF	Judge Judy		:30			NM	2	\$120.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/23/12	01/29/12	MTWT---				2	\$60.00			
E 16	WLWT 01/23/12	01/26/12	DR OZ EF	4PM-5PM		:30			NM	2	\$110.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/23/12	01/29/12	MTWT---				2	\$55.00			
E 17	WLWT 01/20/12	01/20/12	5-530p M-F news	5-530p		:30			NM	1	\$140.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/16/12	01/22/12	----F--				1	\$140.00			
E 18	WLWT 01/23/12	01/26/12	530-6p M-F news	530-6p		:30			NM	3	\$405.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/23/12	01/29/12	MTWT---				3	\$135.00			
E 19	WLWT 01/20/12	01/20/12	6-630p M-F news	6-630p		:30			NM	1	\$135.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/16/12	01/22/12	----F--				1	\$135.00			
E 20	WLWT 01/21/12	01/22/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$220.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/16/12	01/22/12	-----SS				2	\$110.00			
E 21	WLWT 01/20/12	01/20/12	7-730p	7-730p		:30			NM	1	\$135.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/16/12	01/22/12	----F--				1	\$135.00			
E 22	WLWT 01/23/12	01/26/12	730-8p	730-8p		:30			NM	2	\$1,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/23/12	01/29/12	MTWT---				2	\$500.00			
E 23	WLWT 01/22/12	01/22/12	11-1135p M-Su	11-1135p		:30			NM	1	\$225.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/16/12	01/22/12	-----S				1	\$225.00			
N 24	WLWT 01/23/12	01/26/12	NBC Tonight Show	1135-1237a		:30			NM	3	\$225.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/23/12	01/29/12	MTWT---				3	\$75.00			
E 25	WLWT 01/24/12	01/24/12	T8-9p	T8-9p		:30			NM	1	\$2,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/23/12	01/29/12	-T-----				1	\$2,000.00			
E 26	WLWT 01/26/12	01/26/12	Th10-11p	Th10-11p		:30			NM	1	\$360.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week: 01/23/12	01/29/12	---T---				1	\$360.00			
E 27	WLWT 01/22/12	01/22/12	Sun NBC Prime Other	Prime Other		:30			NM	1	\$270.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S				1	\$270.00			
N 28	WLWT	01/23/12	01/26/12	NBC Today Show	7-9a		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/23/12	01/29/12	MTWT---				5	\$400.00			
E 29	WLWT	01/23/12	01/26/12	5-530p M-F news	5-530p		:30			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/23/12	01/29/12	MTWT---				2	\$140.00			
E 30	WLWT	01/23/12	01/26/12	6-630p M-F news	6-630p		:30			NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/23/12	01/29/12	MTWT---				2	\$180.00			
E 31	WLWT	01/23/12	01/26/12	7-730p	7-730p		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/23/12	01/29/12	MTWT---				1	\$140.00			
E 32	WLWT	01/23/12	01/26/12	11-1135p M-Su	11-1135p		:30			NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/23/12	01/29/12	MTWT---				1	\$270.00			
Totals											57	\$12,300.00

Time Period	# of Spots	Gross Amount	Net Amount
12/26/11 - 01/26/12	57	\$12,300.00	\$10,455.00
<b>Totals</b>	<b>57</b>	<b>\$12,300.00</b>	<b>\$10,455.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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